

# **Media and Information Literacy**

## **Quarter 2 – Module 10: Text Information and Media**

This instructional material was collaboratively developed and reviewed by educators from public and private schools, colleges, and or/universities. We encourage teachers and other education stakeholders to email their feedback, comments, and recommendations to the Department of Education at [action@deped.gov.ph](mailto:action@deped.gov.ph).

**We value your feedback and recommendations.**

## **Lesson**

# **1**

## **Text Information and Media**

What catches your attention when reading a story or an article? Most people would look at the text because of its content. While some will look at the visuals accompanying the text if there is any. In this lesson, you will be learning how text information can be an effective form of media and how it can be used and applied for you to communicate effectively.



## ***What is It***

### **Text Information and Media**

#### **Text Information**

Text information can be written in script using the Roman alphabet or a different script that is appropriate to the language of the reader. Text information or textual information can be written in the language most appropriate to the reader. For example, Japanese, Chinese, and Korean textbooks are using their own language.

#### **Creators of Text Information**

Readers are influenced and persuaded by the power of written words. A reputable and well-organized material or written work is a collective effort between writers and members of the editorial team. Below are the several kinds of writers.

1. **Author** – someone who writes books, stories, or articles on different kinds of topics. However, there is a difference in the focus of their writing. Usually, an author writes stories or articles that are lengthy, like a novel. They are

also connected to scholarly works, such as general reference materials or a textbooks. An author is someone whose work has already been published.

2. **Writer** – a writer is more associated with writing literary works like poems and short stories. A writer is usually a person who writes stories or articles as an occupation, like a journalist, blogger or screenwriter.
3. **Contributor** – Like a writer, the contributor spends time writing articles about topics that are of particular interest. Contributors can only submit articles depending on the theme or space available. Most writers work full time in a publication or publishing companies but some work as freelance writers or contributors. A freelance writer is self-employed and is not connected to a specific publication or company.
4. **Columnist** – someone who writes and shares his opinion, insights, and commentaries about social or political issues. In a newspaper or a magazine, articles written by columnists appear on a regular basis. Even though columnists are free to express their opinion, they must abide by the professional code of ethics for journalists. This means that columnists should avoid using and making biased and derogatory remarks.
5. **Blogger** – a blogger is someone who writes personal opinions on topics or issues that interest them. Their work can be seen and read in online journals or websites. Rather than writing a column for a magazine or a newspaper, a blogger shares their insights, ideas, reflections, experiences, and activities through a blog entry.
6. **Editor** – someone who coordinates with the author or writer in planning, reviewing, and revising content for publication. In addition, an editor's task is to coordinate with the layout artists to ensure that all corrections are carried out from start to end. The editor also gives the final say to the final content of the written text.
7. **Publisher** – someone who is responsible for preparing, acquiring, and managing a publication. The publisher works with a team of writers, authors, and layout artists and decides on the type and theme of the material to be published.

## Classifications of Text Information

The different sources of text information was presented in the previous section. Print media, such as books, newspapers, and magazines contain various information. Text information is classified into two: fiction and nonfiction.

1. **Fiction** – This refers to stories that are products of the writer's imagination. Fairy tales, mythologies, and legends are examples of fiction texts. Most works of fiction are considered as forms of literature.
2. **Nonfiction** – Text information is classified as nonfiction if it is based on facts and reality. Examples of nonfiction works are biographies, news, and scientific researches. Text information like these are often present in textbooks, encyclopedias, periodicals, and journals.

## How Text Information is Produced

Text information is produced through the following steps:

1. The writer selects a topic or an issue worth writing about.
2. The writer does a thorough gathering of information about the topic.
3. The writer constructs an outline of the topic and composes the draft.
4. The writer goes back to the draft and develops it into a full text.
5. The writer turns in the article to the editor or publisher.

For articles in newspapers or magazines, the editor decides whether the material is worthy of publication, based on the quality of the material and the publication house's style and theme.

For manuscripts written for possible publication as a textbook or novel, the publisher usually has a team of reviewers who checks the quality of the manuscripts in terms of content and genre. If the manuscript gets the approval of the screening committee, it is forwarded to the editorial department and later endorsed for printing.

### **Assessing and Evaluating Text Information**

The following criteria should be considered in assessing and evaluating text information.

- 1. Accuracy and Factuality.** Text information should be precise and must be based on facts. It should be thoroughly researched and the data should be based on valid findings.
- 2. Objectivity.** Text information should not contain any biases, prejudice, or discrimination. If the material contains information favoring any side ~~side~~ or groups, each must be discussed fairly and exhaustively.
- 3. Language appropriateness.** The level and kind of language should be appropriate for the target audience or readers.
- 4. Curriculum alignment.** The textbook material should be consistent with the curriculum and international standards prescribed.
- 5. Style and Format.** Most books are based on the Chicago Manual of Style (CMOS) when it comes to all editorial concerns like capitalization, punctuation, and citation. On the other hand, academic papers follow the American Psychological Association (APA) Style. Newspapers follow a particular house style, depending on the news agency to which they belong.

### **Advantages of Text Information**

- ❖ Text information covers a wide variety of topics.
- ❖ One can access text information easily.
- ❖ It is well-researched and comprehensively discussed.

### **Limitations of Text Information**

- ❖ The book should be updated regularly to ensure accuracy and timeliness.
- ❖ Text information can be lengthy, making it difficult or tiresome to read.

### **Text as Visual**

- a.** The representation or style of a text in the digital format is called a typeface.
- b.** A typeface, (also referred as font, font type, or type) is usually composed of alphabets, numbers, punctuation marks, symbols and other special characters.
- c.** Different emotions and meanings are expressed when various font types are used. In case there is an absence of images and drawings, the easiest way to communicate to people is through text.

### **Types of Typefaces**

#### **Serif**

One common form of a typeface is called serif. It pertains to a short line at the top or bottom of some styles of printed letters. This kind of typeface entails familiarity and readability in large amounts of texts. Some publications such as books, newspapers, magazines, and researches normally use serif typeface for the body of

the text. Serif fonts are also used to achieve a classic and elegant look in publications.

*Examples: Times New Roman, Garamond, Baskerville*

### **Sans Serif**

A typeface which does not contain serif in the letters is called sans serif. This typeface conveys a clean and minimalist look to the text. To express clear and straightforward meaning of the text, road signages, building directories, and nutrition facts in food packaging use this typeface. Moreover, sans serif fonts are mainly used in designing web pages to achieve a modern style look.

*Examples: Arial, Helvetica, Tahoma, Verdana, Calibri*

### **Slab Serif**

A heavy and solid look to the text is expressed by slab serif. Usually, large advertising signs on billboards use the slab serif typeface.

*Examples: Rockwell, Playbill, Blackoak*

### **Script**

The brush-like strokes of the script typeface draws people's attention to it. The reason behind why this font must be used sparingly must be given. Most formal events such as weddings or evening charity balls use the script typeface.

*Examples: Edwardian, Vladimir, Kunstler*

### **Decorative**

Display or decorative typeface are artistic and eye-catching since it can show a wide variety of emotions (such as happiness, fear, horror, etc.) or decorative fonts also cater to various themes (such as spaceships, carnivals, holidays, seasons, kiddie, etc.)

*Examples: Chiller, Jokerman, Curlz MT*

## **Design Principles and Elements**

**1. Emphasis** – pertains to the force or intensity of expression which contributes to the importance or vivid impression to something. To do this, a text can be enlarged, be bold or italicized, darkened or lightened, or underlined.

**2. Appropriateness** – refers to how suitable or appropriate the text is for the target audience, intention or purpose, or event. The selection criteria (tone, style, purpose, clarity) should be followed in the creation of text-based content. The discussion of font characteristics must be considered when choosing the typefaces to be used in an output. Large bodies of text must use fonts which are readable and clear.

**3. Proximity** – refers to the distance of text elements from each other. Things that are closely related should be brought together. Otherwise, text elements should be placed far from each other. For example, the placements of the main title and subtitle are usually close to each other.

**4. Alignment** – refers to the proper positioning or state of adjustment of parts in relation to each other (Merriam-Webster Dictionary). The text positioned in the page can be left, right, center or justified.

**5. Organization** – refers to the act or process of organizing various elements of text in a page. Although elements of text are sorted away from each other (based on the principle of proximity), the organization sees to it that somehow, they are still connected with the rest of the elements in the page.

**6. Repetition** – the unity of the entire design and consistency of elements are the concerns of repetition. The repetition of some typefaces within the page are encouraged. However, when various typefaces are used on a page, it might result in distraction and failure to communicate the content of the text.

**7. Contrast** – refers to the degree of difference between things having similar or comparable natures (Merriam-Webster Dictionary). Visual interest in text elements is generated by contrast. Contrast can be achieved when we combine the following elements like: large fonts with small fonts, serif and sans serif, thin and thick elements, and warm and cool colors.